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**Listing of Claims:**

1 1. (Currently Amended) A method of providing an electronic marketing presentation,  
2 comprising:  
3 displaying a first marketing object container, said first marketing object container  
4 including a location for receiving at least one marketing object to be presented in said  
5 first marketing container to a user of an interactive medium;  
6 associating a marketing attribute with the first marketing object container; and  
7 selecting a plurality of marketing objects to be associated with the first marketing  
8 object container, the marketing attribute being configured for determining which of the  
9 selected marketing objects is associated with the first marketing object container at a  
10 particular time~~at least one marketing object for being associated with the first marketing~~  
11 ~~object container; and~~  
12 inserting the selected marketing objects in the first marketing object container  
13 based on a second marketing object of a second marketing object container.

1 2. (Previously Presented) The method of claim 1, further comprising displaying a  
2 marketing object container icon, wherein an option associated with the first  
3 marketing object container is presented when the icon is selected.

1 3. (Currently Amended) The method of claim ~~1~~38, further comprising presenting a  
2 plurality of marketing attributes to be associated with the first marketing object  
3 container.

- 1 4. (Original) The method of claim 1, further comprising presenting a plurality of  
2 marketing objects that are compatible with the selected attribute.
- 1 5. (Currently Amended) The method of claim ~~1~~38, further comprising associating a style  
2 template with the first marketing object container.
- 1 6. (Original) The method of claim 5, further comprising filling in an object into the style  
2 template.
- 1 7. (Previously Presented) The method of claim 1, further comprising associating an item  
2 with the marketing attribute.
- 1 8. (Currently Amended) The method of claim ~~38~~1, further comprising selecting a style  
2 for the first marketing object container.
- 1 9. (Currently Amended) The method of claim ~~39~~1, further comprising associating a  
2 feature with the first marketing object container.
- 1 10. (Original) The method of claim 9, wherein the feature is a cross sell.
- 1 11. (Original) The method of claim 9, wherein the feature is an up sell.
- 1 12. (Original) The method of claim 9, wherein the feature is a product literature.
- 1 13. (Currently Amended) The method of claim 9, further comprising associating the at  
2 ~~least one~~first marketing object with the feature.

1 14. (Currently Amended) The method of claim +38, wherein the first marketing object  
2 container is dynamically associated with the marketing attribute.

1 15. (Currently Amended) The method of claim +39, wherein the first marketing object  
2 container is dynamically associated with the first marketing object.

1 16. (Currently Amended) The method of claim +39, wherein ~~a~~the plurality of marketing  
2 objects are is selected to be associated with the first marketing object container,  
3 and wherein the marketing attribute determines which of the selected marketing  
4 objects is associated with first the marketing object container at a particular time.

1 17. (Currently Amended) The method of claim 16 wherein the selectededing marketing  
2 objects are associated with the first marketing object container according to a  
3 schedule.

1 18. (Currently Amended) The method of claim 16 wherein the selected marketing objects  
2 are inserted in the first marketing object container based on ~~a~~the second  
3 marketing object of ~~a~~the second marketing object container.

1 19. (Original) The method of claim 1, wherein the at least one marketing object is  
2 displayed after it has been approved.

1 20. (Cancelled)

1 21. (Currently Amended) A method of creating a marketing presentation in a display  
2 medium, comprising:  
3 defining the location and size of a first marketing object container in the display  
4 medium;  
5 associating a marketing attribute with the first marketing object container, the  
6 marketing attribute including parameters that define how the first marketing object  
7 container can be used in a marketing presentation;  
8 receiving subsequently from a user a selection of the first marketing object  
9 container and at least ~~one~~ a first marketing object to be displayed in the first marketing  
10 object container;  
11 binding the first ~~at least one~~ marketing object to the first marketing object  
12 container; and  
13 displaying the first marketing object in the first marketing object container in  
14 accordance with the parameters of the marketing attribute and responsive to the presence  
15 of a second marketing object in a second marketing object container.

1 22. (Previously Presented) A method of creating a marketing presentation in an  
2 interactive medium, comprising:  
3 displaying a marketing object container on a display medium;  
4 in response to a selection of the marketing object container, displaying a number  
5 of campaigns that are available to associate with the marketing object container, each of  
6 said campaigns being associated with a plurality of offers compatible with the campaign;  
7 receiving a selection of a campaign to apply to the marketing object container;

8 displaying the plurality of offers that are compatible with the selected campaign;  
9 and  
10 receiving a selection of at least one offer for placing in the marketing object  
11 container.

1 23. (Currently Amended) A system of providing an electronic marketing presentation,  
2 comprising:

3 a processor configured to display a plurality of marketing object containers, each  
4 of said plurality of marketing object containers including a location for receiving at least  
5 one marketing object to be presented by means of said marketing container to a user of an  
6 interactive medium; the processor also being configured to facilitate associating a  
7 marketing attribute with the marketing object container; and selecting a ~~at least one~~ first of  
8 the plurality of marketing objects for being associated display within a first marketing  
9 object container of the plurality of the marketing object containers responsive to a second  
10 of the plurality of marketing objects; and

11 a memory coupled with the processor, the memory being configured to provide  
12 the processor with instructions.

1 24. (Currently Amended) A computer readable medium including a computer program,  
2 the computer program ~~computer program product for providing an electronic~~  
3 ~~marketing presentation, comprising:~~  
4 computer code configured for displaying a first marketing object container;  
5 computer code configured for associating a marketing attribute with the first  
6 marketing object container; and

7        computer code configured for selecting a plurality of marketing objects;  
8        computer code configured for determining a first marketing object for display,  
9        within the marketing object container, to a user of an interactive medium, the first  
10       marketing object being one of the plurality of marketing objects, the determination being  
11       responsive to the marketing attribute and to a second marketing object container  
12       configured to display a second marketing object~~displaying a marketing object container,~~  
13       ~~said marketing object container including a location for receiving at least one marketing~~  
14       ~~object to be presented by means of said marketing container to a user of an interactive~~  
15       ~~medium;~~  
16       ~~—— computer code associating a marketing attribute with the marketing object~~  
17       ~~container; and~~  
18       ~~—— a computer readable medium that stores the computer codes.~~

1       25. (Currently Amended) The computer readable medium ~~computer program product of~~  
2       claim 24, wherein the computer readable medium is selected from the group  
3       consisting of CD-ROM, floppy disk, tape, flash memory, system memory, hard  
4       drive, and data signal embodied in a carrier wave.

1       26. (Currently Amended) The method of claim 439, wherein the marketing attribute is  
2       configured to describe a relationship of the first marketing object container with a  
3       the second marketing object container.

1       27. (Currently Amended) The method of claim 439, wherein the marketing attribute is  
2       configured to describe what objects can be associated with the first marketing  
3       object container.

1 28. (Currently Amended) The method of claim 439, wherein the marketing attribute is  
2 configured to describe timing and priority of the display of marketing objects to  
3 be associated with the first marketing object container.

1 29. (Previously Presented) The method of claim 28, wherein the timing is on a daily,  
2 weekly, monthly or holiday basis.

1 30. (Currently Amended) The method of claim 439, wherein the marketing attribute  
2 includes a marketing campaign.

1 31. (Previously Presented) The method of claim 30, wherein the marketing campaign  
2 includes a banner ad campaign.

1 32. (Previously Presented) The method of claim 30, wherein the marketing campaign  
2 includes a banner ad campaign, a cross sell campaign, an event promotion  
3 campaign, a holiday promotion campaign, a weekly promotion campaign, an up-  
4 sell campaign, or a new product introduction campaign.

1 33. (Currently Amended) The method of claim 439, wherein the marketing attribute is  
2 associated with the first marketing object container prior to ~~selecting at least one~~  
3 determining a first marketing object for being associated with the first marketing  
4 object container display.

1 34. (Currently Amended) The method of claim 438, wherein the marketing attribute  
2 describes a feature of the first marketing object container.



1 35. (Currently Amended) The method of claim +38, further including setting a value of  
2 the marketing attribute, wherein the value describes a feature of the first  
3 marketing object container.

1 36. (Currently Amended) The method of claim +39, further including setting a value of  
2 the marketing attribute, wherein the value describes the first marketing object  
3 container as having a feature selected from a set consisting of cross sell, daily  
4 promotion, holiday promotion, on sale, item detail, and up sell.

1 37. (Currently Amended) The method of claim +39, wherein selecting ~~at least one a~~  
2 plurality of marketing objects is responsive to a feature of the marketing object  
3 container described by the marketing attribute.

1 38. (New) A method of providing an electronic marketing presentation, comprising:  
2 displaying a first marketing object container, said first marketing object container  
3 including a location for receiving at least one marketing object to be displayed within  
4 said first marketing container to a user of an interactive medium;  
5 associating a marketing attribute with the first marketing object container;  
6 selecting a plurality of marketing objects for association with the first marketing  
7 object container; and  
8 determining a first marketing object for display at the receiving location of the  
9 first marketing object container, the determination being responsive to the associated  
10 marketing attribute and to a second marketing object of a second marketing object  
11 container.

1 39. (New) A method of providing an electronic marketing presentation, comprising:  
2 displaying a first marketing object container;  
3 associating a marketing attribute with the first marketing object container;  
4 selecting a plurality of marketing objects; and  
5 determining a first marketing object for display within the marketing object  
6 container to a user of an interactive medium, the first marketing object being one of the  
7 plurality of marketing objects, the determination being responsive to the marketing  
8 attribute and to a second marketing object container configured to display a second  
9 marketing object.